



Case Study: Sprite Xpress

Campaign Activity

Encyclomedia executed an out-of-home and point-of-sale marketing campaign for Sprite throughout the major cities in India in Oct-Nov 2008. The '350ml Sprite Xpress Pack' campaign utilised 23 media formats, each with a specific creative to target the on-the-move consumer. Under the recommendation of our agency, Sprite re-allocated its budget for this campaign, shifting its entire advertising spend from conventional TVC, radio and press to the more innovative use of out-of-home, ambient and point-of-sale media.

Aside from proving to be a more effective method for advertising (for Sprite), the re-allocation of advertising spend lead to a cost reduction on Sprite's media spend by 60% (simply by shifting from TVC, press and radio to out-of-home, ambient and point-of-sale advertising).

The 23 out-of-home and point-of-sale mediums used in this campaign were as follows:

- | | |
|---------------------|------------------------------------|
| 1) Billboards | 13) Carousels |
| 2) Building facades | 14) Elevators |
| 3) Bus shelters | 15) Escalators |
| 4) Bus wraps | 16) Window graphics |
| 5) Car wraps | 17) Train (Metro) wraps |
| 6) Boom Gates | 18) Train (Metro) stations |
| 7) Pole Kiosks | 19) Train (Metro) platforms |
| 8) Centre Medians | 20) Train (Metro) LED displays |
| 9) Mall drop downs | 21) Train (Metro) in-coach panels |
| 10) Danglers | 22) Train (Metro) grab handles |
| 11) Buntings | 23) Train (Metro) subway animation |
| 12) Posters | |



Objectives

- To launch the new '350ml Sprite Xpress Pack' product
- To adapt to the dynamic and on-the-move lifestyle of consumers
- To place emphasis on the mobility characteristic of the product
- To build a stronger connect with the youth
- To offer convenience to the end consumer
- To promote the Sprite brand, thereby increasing its brand equity
- To increase Sprite's market share in the Indian soft drink industry
- To maximise the use of "dead-space" advertising opportunities

Communication:

The key communications for this campaign were as follows:

1. That Sprite had launched a new product in the form of the new '350ml Sprite Xpress Pack'
2. That Sprite was a drink for the on-the-move consumer
3. That Sprite can be taken anywhere (represented by the many and varied mediums used in this campaign)





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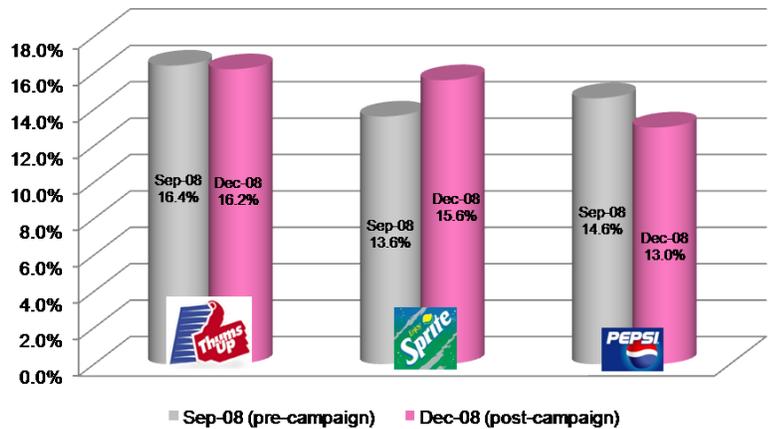
Results

The Sprite Xpress campaign proved to be a huge success and was directly attributed to the creative and strategic efforts of our agency, with the result being that...

*Sprite **overtook** Pepsi to become the number 2 soft-drink brand in India (believed to be a world's first; where a non-cola brand has overtaken a major cola brand)*

Soft Drink Market Share Figures in India

Soft Drink Brand	Sep-08 (pre-campaign)	Dec-08 (post-campaign)	% Change
	16.4%	16.2%	-0.2%
	13.6%	15.6%	2.0%
	14.6%	13.0%	-1.6%



Clear hai: Sprite knocks Pepsi off No. 2 perch

THIRST-SLAKER: Coca-Cola's Lemon Drink Overtook Rival's Sales In October '08

Ratna Bhushan
NEW DELHI

HERE'S how to celebrate a lemon in a slowdown. Sprite, the clear lemon drink from the Coca-Cola India stable, has trounced PepsiCo's flagship Pepsi to emerge as Number 2 in the pecking order of soft drink sales in India.

Thums Up, the age-old brand which Ramesh Chauhan of Parle sold to Coca-Cola India, retains the top slot, according to latest market data compiled by AC Nielsen. The clear lemon segment accounts for about 21% of the Rs 7,500-crore sparkling beverage industry in India, show industry estimates.

The AC Nielsen data, subscribed to by both PepsiCo and Coca-Cola, shows that with a market share of 14.6%, Sprite overtook Pepsi's 13.6% in October 2008. Since then, its market share has inched upwards while that of Pepsi has slipped. Figures for December 2008 show that Sprite has a share of 15.6% against brand Pepsi's 13%, closing in on Thums Up's 16.16%.

When contacted by ET, a PepsiCo spokesman said: "In 2008, brand Pepsi remained the No. 1 selling beverage brand across all categories based on shipment data that we share on a regular basis. Last year has been good for PepsiCo with our beverages portfolio gaining significant momentum despite the economic downturn and growing at over 20% in the second half of 2008."

"All our brands are doing well in their respective categories. However, due to strategic reasons we do not disclose market shares of any of our brands," said a Coca-Cola India spokesman.

Last week, Coca-Cola and PepsiCo had announced extensive marketing plans for their respective clear lemon drinks Sprite and 7 Up for the season.

Both companies are also learnt to be working on introducing branded lemonade in the country.

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THUMS UP STILL AT TOP

Thums Up, the age-old brand that Ramesh Chauhan of Parle sold to Coca-Cola India, retains the top slot, according to latest market data compiled by AC Nielsen. Both PepsiCo & Coke subscribe to this data

BATTLE ZONE	Market Share In Dec '08 <small>(Figures in %)</small>		
	16.16	15.6	13
	THUMS UP	SPRITE	PEPSI